

FloralNEWS

A Selecta One Publication

No. 8, 2016



Italy
Carnation Culture

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selecta ^{one}

Selecta Cut Flowers S. A.U.
Phone: +34 93 750 66 56
Cut.flowers@selecta-one.com



Scan the QR code with your mobile device to get directly connected to our home page.

Selecta Changes



We have refreshed our Corporate Design; however, our identity stays the same: we remain a family owned and managed company with a tradition of sticking to our values.

Yet we have not only refreshed our CD, but also have created a new claim:

we love to grow

It is not only a commitment, but also a claim which unites everyone who works in our company. It also expresses the intense passion off all of our team members for what we do, and – just as important – for whom we work: for the success of growers, retailers and gardeners around the world to help create a greener world.

Learn more about the background on page 4 from our Head of Marketing, Richard Petri.

Sincerely yours,

Nils Klemm n.klemm@selecta-one.com

Selecta One and BLOOM's VIEW! iPad Air with decorative Estelle Case Give away!



WIN AN ESTELLE IPAD AIR!

To participate please send an email to estelle@blooms.de or fill out the contact form below: <http://www.blooms.de/view-gewinnspiel.html>

Q & A

with **Richard Petri**
from **selecta**^{one}

Interview with Richard Petri, Director of Marketing and Product Management for *Selecta One*. He has been working with Selecta for 10 years now.

Please tell us a little about your experience and how you ended up in the flower business?

Honestly, I ended up in the flower industry rather by chance. I had an environmental orientation during my university time focusing on soil erosion. Then as a product developer I worked for almost 10 years in the brand industry where I got my first hand experiences with professional marketers. Finally, after six years of project management in Africa, also for Selecta, I got “washed” into their marketing department in Stuttgart, where I could benefit from what I had learned in previous positions.

Given your historical knowledge of the business, how has it changed in the last few years?

The flower industry has become global as many other industries have. The distribution and also the customers perception of flowers has changed dramatically.

What's is the biggest change in the industry you remember?

The industry players have to accept these changes and comply with them whether they want or not. You can see that many companies which had been ignoring the changes have been absorbed by larger entities or disappeared completely in the recent years.

What is coming for the flower business in 2016, trends, challenges, benefit aspects?

I think the trend as described above will continue. I believe transparency and accountability of companies and products will be even more important than ever.



“Selecta reflects on this change and is – thanks to its flexibility – able to adapt its product portfolio and services to the requirements of its growers and retail customers.”

What have you found to be the biggest challenges in the industry regarding the promotion to use domestically-grown flowers? How do you see this?

Regional or “home grown”- products are being regarded by consumers as having high qualities, transparency and traceability. Not all the products follow that rule, at least if it comes to consumer markets like North America or Europe.

As a curiosity, customer's favorite varieties, are they your all time favorites as well?

Today at Selecta we see that storytelling products with a clear product positioning, like our famous pot carnation Pink Kisses, are extremely successful in sales. I like what works easy in sales as well. At the end, I am just another consumer.

What's coming for Selecta? Please tell us a little about this new vision?

In terms of marketing I believe we, as breeders and suppliers of young plants, have to sharpen our product communications to get even better attention from our clients now and in the future. We want to be recognized as the driving force for market-relevant plants and concepts, on which the professional horticultural industry and trade can rely on.

How have you been preparing, how long have you been working on this “One” project, what have the main expectations been with these changes and why at this moment?

We have specifically assigned a strategy marketing agency to assist in this project. We started to analyze our company values and the competitions environment already in early 2015 to develop a brand refresh starting with IPM 2016. We want to be seen, as what we really are, a reliable business partner for our clients and partners worldwide. We hadn't communicated that well enough in the past.

Was it something the industry was demanding? Will it have and impact on the flower business, if so, which one?

The industry was not demanding it, but we found it appropriate to do so now, since our business environment has been changing from rather medium sized family driven companies, to business entities driven by capital investors. We want and need to let all our partners know who we are. As a family company we will continue to preserve our values.

Do you think the industry has reinvented itself through time, what's different know? How has Selecta contributed?

The industry remains mostly the same, only trade requirements and customer's habits in relation to product usage have changed and will continue to do so. We will not be able to “control” this, but will need to be aware of these changes in order to comply with them.

How have marketing industry strategies evolved through time?

Marketing in the floral industry has never been a prime discipline. The industry has always focused on production and supply matters. Marketing has been seen as a discipline to display floral products via catalogues and fairs. Strategic marketing requires a clear analysis of the current situation in order to develop a better communication mix.

What are some of the new marketing challenges; technology, new ways of communication, e-commerce, social media and new platforms, the industry must face?

Today we face the need to attract younger customers to our products to ensure future consumption. We have to get used to the fact of using youtube, facebook and the like as a way of getting through.

Richard Petri Director of Marketing and Product Management
You can reach him at r.petri@selecta-one.com

Flower Bars

Hot “Flower” Trend!

65 shops in Tokyo, 90 in Japan and one upcoming in Paris confirm it!



Daniela Navarro is Marketing Manager at Selecta One Cut Flowers business. You can reach her at d.navarro@selecta-one.com

Your voice ...

“Delicious food surrounded by beauty” *

Danielle C Sydney, Australia

“This is definitely one of the nicest places I have dined at while in Tokyo. It is by far the prettiest setting you will ever see - surrounded by fresh flowers and greenery. It’s simply beautiful. But then you try the food, and it’s like a double whammy of awesome. I had the mojito - probably the most delicious mojito I have EVER had. Super refreshing, not too sweet, and lots of mint. The open sandwich was super fresh and yummy. I’ve forgotten the name of my dessert, but it was the rose parfait in the round glass... - it’s GORGEOUS! Absolutely delicious too, I especially enjoyed the rose jelly. My boyfriend got the waffles and he absolutely loved them too. Highly recommend this place. The service, food, and setting are all top-notch.

I’ve heard there can be quite a wait to get in here. I came here in the afternoon for a late lunch/early dinner, and it wasn’t too busy.”

“Beautiful” * *hellokittyluver / Clovis, California*

My daughter wanted to come here for lunch on our trip to Japan. As you walk in you are in a beautiful flower shop with hydrangeas everywhere! The restaurant/tea house is in the back of the property and it is decorated very pretty! As seen by the photos on this site.

I had the french toast and ginger ale to drink. My daughter had the tea and rose jelly. All of our items were delicious! We only had to wait about 20 minutes to get in to the tea house, since it was lunchtime. Most of the patrons were women.

If you are in the Omotesando area, please try this place. It is worth it!!!!

*Comments taken from www.tripadvisor.com

It might look like a normal flower store... at the entrance there is a flower shop and the fresh scent of flowers greets you, but at the back there is actually a hidden café waiting to welcome you with its range of herbal teas. Plants are on the wall, above you, below you and even inside your table!

Aoyama Flower Market Tea House combines a florist with a tea house. Its greenhouse atmosphere, transparent tables for visitors to enjoy the fresh flowers beneath them, and a high-end sophistication makes it the “It” bar for flowers and tea lovers.

You have a wide array of tea, not to mention the lavish decorations with fresh flowers of the season and beautiful plants, that makes you not to want to leave. The flower decoration provides the perfect dream ambience for the tea house. Flowers are in season and will frequently be changed, plus you can find the name of the flower written on the black board. They have pre-arranged bouquets for vases of different sizes. Just pick them up from the rack, pay and go.

Definitely a place you must go when in Japan!

[Aoyama Flower Market Tea House](#)
would be a perfect choice for tea time during summer days.



Where

Aoyama Flower Market TEA HOUSE

Minami Aoyama 5-1-2, 1F • Tokyo 107-0062

• Opening hours:

Mon to Sat	Sun & National Holidays
11:00am ~ 8:00pm	11:00am ~ 7:00pm
(Last order at 7:30pm)	(Last order at 6:30pm)

• Access: 2 minute walk from Tokyo Metro “Omotesando” Station, A5 Exit

To keep in mind!

- Since it is really well-known among local people and tourists, you need to wait around 20 minutes if going around afternoon tea (around 3:00pm-4:00pm). They offer a wide selection of tea, dessert, and light meals.
- They offer a lunch time menu from 11:00am - 3:00pm, but only on weekdays.
- It is better to call or check on the website before you go there for closing days



Italy

Visit to the area of Naples



The plots are small with many different crops, alternately outdoor cultivation and in greenhouses. At the back ground Mount Vesuvius.

One of the most important areas for flower culture in Italy is the Gulf of Naples, and specifically the area of Torre del Greco and the ancient Roman city of Pompeii. This area is located at the foot of the famous Vulcan Vesuvius in the south of Italy. Next to making nice pizzas, it is also traditionally an important area of agriculture, due to the exceptional fertile volcanic soil with a very good structure and optimal drainage.

It has a typical Mediterranean climate with mild; wet winters and hot; dry summers. The average high in July is 30°C, and the average low in January is 4°C. The mild climate and fertility of the Gulf of Naples made the region famous since Roman times. All together it makes it a prefect area to grow, all kinds of flowers, especially Carnation. The way of growing hasn't changed much through time, it is a typical family business. Flowers are grown in mainly relatively small greenhouses between around 1000 - 10.000 square meters.

The production is focused at winter-spring production.

During the summer the greenhouses are not covered with plastic to keep temperatures lower and thus increase quality.



The Carnation culture in the gulf of Naples.



1 & 2) Pictures of typical soil at the foot of Mount Vesuvius. The soil has a very good structure and drainage 3) The plots are small with many different crops, alternately outdoor cultivation and in greenhouses

In the area the main flower culture is still Standard Carnations and Spray Carnations. Nowadays around 7-8 million plants are planted yearly. Twenty-five years ago there were around 70 million plants, this strong decrease was due to over production of Carnation in the world, new upcoming areas as Colombia and Kenya and the less demand in the national market for Carnations. Currently the Italian Carnation market and production have gotten more stable and the decline of Carnation production in the region of Naples has stopped.

During the summer, temperatures are too high for good quality stems and flowers, for this reason, it is in this period that growers prefer to prune the plants or prepare the greenhouse for new plantations. Due to the local climate conditions the typical Mediterranean varieties are used. Some characteristics that stand out are: not too fast, big head size, strong heavy stems and relatively tall stems.

In the region of Naples, Selecta One sales are done by our representative, Pietro Scognamiglio and Vittorio Santarpia, technical advisers with the [Cooperativa del Golfo](#), both with lots of years of experience in the culture of Carnation. They know the flower growers needs pretty well. Pietro has been working with Selecta for more than 30 years.

Richard Buis is our
Asia, Spain, Italy and Portugal Area manager.
You can reach him at r.buis@selecta-one.com



Main Selecta breed varieties sold in the area. Goblin, mainly used for export where it gets excellent prices on the market. Other important varieties are Viper and Viper Wine also used for export to the north of Europe.

Italy: Carnation Facts

- The **duration** of the crop is from **1 to 2 years**.
- 90 % is Standard, 10% is Spray.
- Main colors are **red** (35-40%), **white** (30%), **pink** (15-20%) and 15% others (**bicolor, green, yellow, orange**).
- Around **90%** of the flowers **remain in Italy**; the rest is **exported to the North and East of Europe**.
- The **flower production** is focused from **October to June**.



Right picture caption: Pietro Scognamiglio (left) and Vittorio Santarpia (right)



By: Gabriele Kubo

Selecta in Yamate

The exhibition “Flowers and Tableware in Harmony” a yearly highlight in the Japanese flower guild. Over 10.000 visitors are passing through the exhibitions in 9 days! The exhibit took place in June, from the 6th to the 14th of June 2015.

In autumn 2014 I received an offer to take part in the “Yokohama Yamate Western Style Historical Buildings June Festival 2015”. For the 15th anniversary exposition named, “Flowers and Tableware in Harmony“, the 7 historical buildings in Yamate were to be decorated by 7 florists from 7 different countries. What a big honor! I started to move and accepted the invitation.

It quickly became clear to me, that I wanted to represent, not only my country of origin Germany, but also my home country, Japan. And so the title of the exhibition “Miteinander: Together” was created. Along with my colleague Hana-Ami and my teacher Mieko Sakaguchi, the concept for the “British House” was created and it entered into a designing stage. The “British House” had been housing the British embassy in Japan since 1937. After it’s renovation in 2002, the public got access into the historical building, as well as into the other 6 houses, which were to be decorated by my floral companions from Taiwan, Korea, Japan, Netherlands, France and the USA.

In 2010, I was chosen to decorate the “Ehrismann Residence”, one of the 7 Yamate houses, and from that past experience I knew this kind of public exhibitions are unfortunately not well supported and putting the heavy burden onto the shoulders of the exhibitors is a practice seen too often in the flower design world and without connections and mutual support, this would not be doable. This was a very clear point from the beginning, though regrettable but unfortunately unchangeable.

I received an incredible amount of support from 12 amazing sponsors, my students, international interior design companies, Japanese wholesalers and from Paul Pepping, General Manager of Selecta One Japan; a great colleague through all those years here far from Europe. He agreed to support us with flowers, including brand new varieties not yet launched in the Japanese market until then: Solidago “Estelle” and Gypsophila Pearls Petite! Adding “Anaclea” new frilly funny lady, this Gerbera; “Creola” the super elegant creme carnation and “Lady Ingreen” flown in from far away!



“Estelle” proved itself: the density and fullness saved a lot of time and having to add only few flowers helped a lot with proceeding. Simple is best!

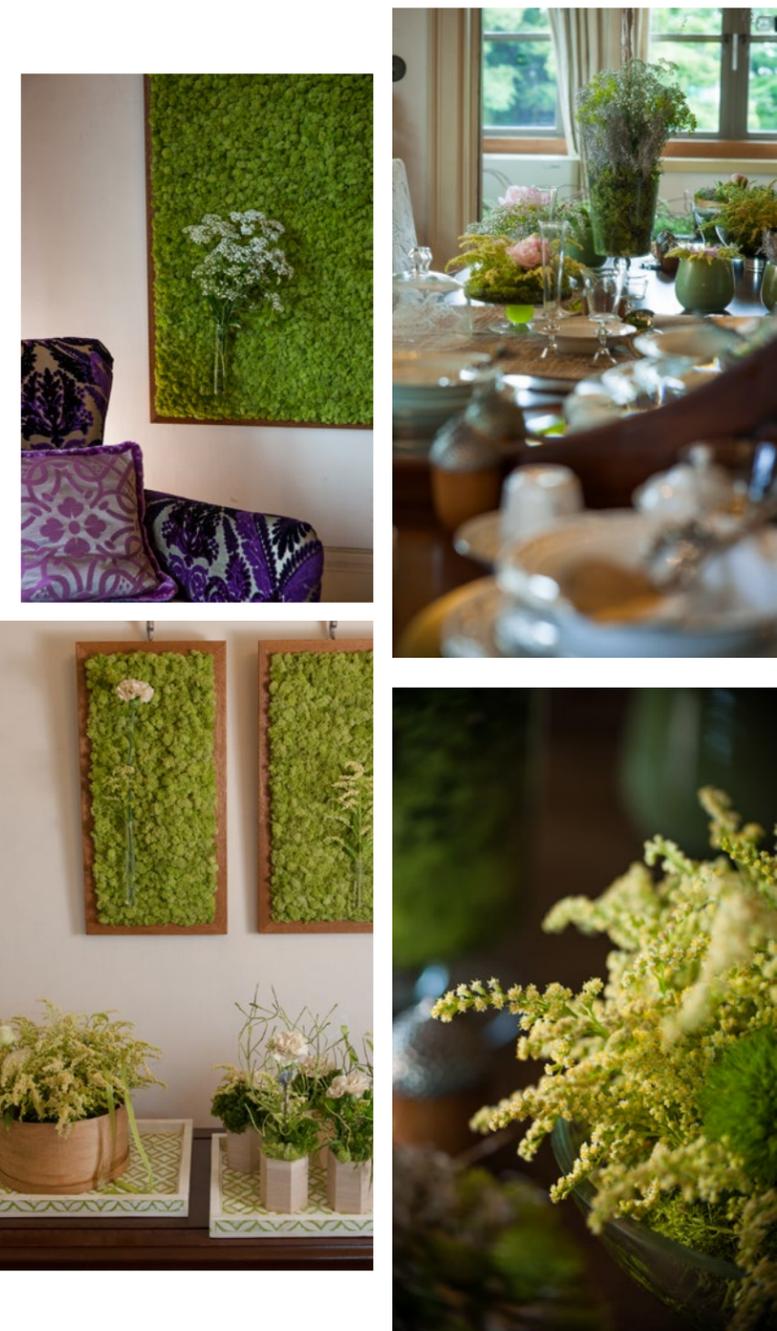
“Estelle” I knew from a previous photo shooting, but, working in a bigger frame “Estelle” proved itself. The density and fullness saved a lot of time, and having to add only few flowers helped a lot with proceeding. Simple is best! At the same time, “Estelle” can be divided into single stems with amazingly similar lengths, which allows to create symmetric balanced designs so easily, just wonderful material!

The special atmosphere of “Estelle” was well perceived by the audience, especially the professional visitors who were very interested in the fine lines and the tender coloring.

It was a great pleasure for us to work with a high professional partner as Selecta One Japan!

Again big thanks!
Gabriele Kubo // Mieko Sakaguchi
www.hana-ami.co.jp
<http://fbpalette.com>
<http://www.hanatoutsuwa.net/en/index.html>

*Learn more at Ms Kubo Facebook Fanpage
[Gabriele Kubo Flower Design](#)*





For the 2016 gypso program, Selecta is bringing two new varieties, in the 7 mm and 11 mm floral range to complement the assortment.

By: Felipe Gomez

2 DREAMS // 2 CODES



White Wish

White Wish (CV. 600) a 7 mm flower size, its performance in the field is incomparable to any other variety, as to its strong growth, low mortality and excellent yield after pinching.

Other characteristics that make it exceptional and confirm its quality are; its easy opening flowers, its correct stem quality and weight. From low lands in Portugal to high lands in Kenya, Colombia and Ecuador White Wish results have been very positive.

Grandtastic (CV. 103)

Grandtastic allows our customers to offer great quality and big size flowers, with 11 mm, in the market. This variety carries the genetic characteristics of our well-know gypsos; excellent vase life and growth.

Grandtastic the new big flower in the market has high production of stems per plant with low mortality and a medium speed growth cycle.

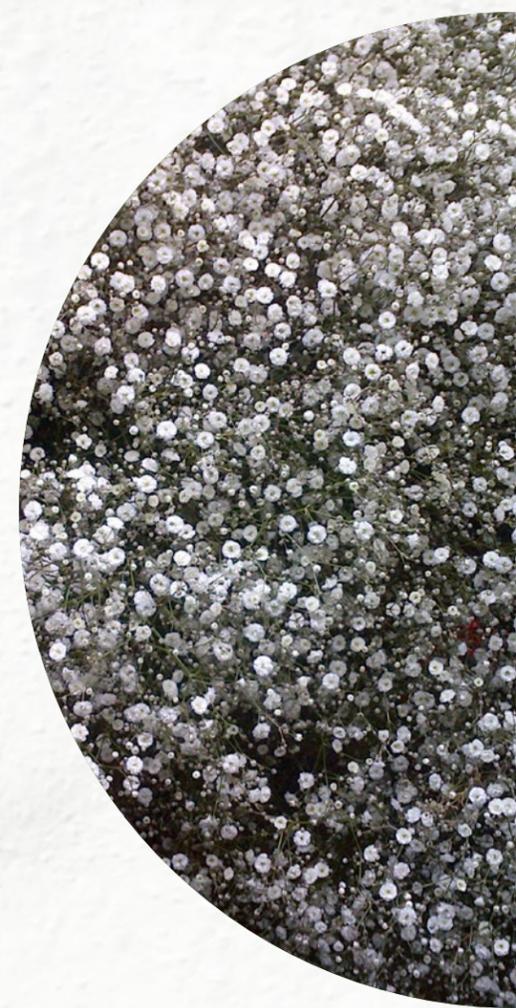
Grandastic (CV.103)



White Wish (CV. 600)

•Easy to grow • Easy to open• Very tall •

- Medium size flower.
- 45 to 50 gr. per stem.
- 80 cm stem long and easy.
- Flowers with bright color
- Cycle 18 weeks after planting without light.
- Very good opening of the flowers in the postharvest
- 12 stems per plant with a lot of laterals that can be additional to the production without affecting the bunch if you take out of the main stem.



Felipe Gomez is Product Manager at Selecta One Cut Flowers business. You can reach him at f.gomez@selecta-one.com

PROFLORA 2015

A great first impression!



As tradition for the 13th version of the top fresh-cut flower show in the Americas, Proflora 2015, a 3-day event held from 28th October to the 30th October, set its sights on the city of Bogota and the Corferias Convention Center and brought together over 7,000 international attendees from 60 countries and displayed all kinds of products from Agriculture & Forestry industry.

Expectations were high, it was quite a lot what I had heard about Proflora, and I knew there were lots of new things to learn, new trends, new business opportunities to identify, great people to meet and business relationships to build, and last but not least beautiful new varieties to see. Proflora gave me the opportunity to meet with many growers and buyers, to build a great networking platform.

Time didn't make itself wait, the event opened with words from the vice-president of Colombia, German Vargas Lleras, which acknowledged the effort the industry had made through the years to guarantee quality, improvement and technification, and shared with us in great detail infrastructure improvements that have been planned in Colombia. That being said, the event officially started, growers and buyers from all over the world visited our booth and had the chance to share with us a unique experience, the opportunity to appreciate a world, created just for them, of colorful Gerberas, Carnation and Chrysanthemum flowers that blend with our fillers, the well-known Gypsophila varieties: Pearls® Petite and Ginga-way and innovative and original Estelle® Solidago.

Eye catchers, that stole all of the attention!

Without a doubt the great outbreak was the introduction of **Lady Ingreen**, a new green Dianthus Barbatus. A vibrant green 2in/5cm wide, fully round ball-shaped bloom and strong 24-28in/60-70cm tall stems. It passed through several years of comprehensive tests before we selected it for our program, its genetics is modern, its quality and productivity have been improved and it also has exceptional long vase life.

Estelle, original and innovative unique color Solidago, with heavy stems and large flowers. It's ideal for tinted programs, it is highly productive, easy to grow, early to flower, and quick to harvest.

Pearls® Petite, Ideal for bouquet production with great display volume. This long-lasting variety has small, semi-double flowers with strong and stable stems.

Pearls® Ginga-way adds elegance to any floral arrangement. It has a rich inflorescence with large, full, and pure white flowers, creating a snowy effect. This variety has great resilience during shipping and does not have the typical gypso strong scent.

Union: With excellent quality and a large number of blooms, this yellow and red bicolor chrysanthemum is the perfect choice for the fall season. It is unique in shape, type and color characteristics that will bring added value to your business.

We were pleased to introduce some Carnation novelties with very interesting characteristics like: our **Mini's DCM 11-0273 White, DCM 10-0797 Pink** and some outstanding varieties from our assortment like **Romany, Hamada, jade and Banquet, and the standards Hermes orange, Hermes, Jodie, Mandalay and Dracula**, an array of choices to build your carnations program, choosing the best varieties to maximize your profit and satisfy your customers.





We welcome you!

We are proud to introduce, Alejandra, Edward and Wesley, new members to our team! Thank you for choosing us as the place where you can make a difference, learn, and grow. We're glad that you're here to contribute to, and share in, our success!



Alejandra Sanchez

Alejandra Sanchez, our new trial manager, graduated as an Agronomist in 2012 from National University at Medellin, Colombia. Alejandra has worked for different companies in the flower industry at the breeding department. She will be managing trials, generating quality technical information among other responsibilities. She will be based at Colombia and can be contacted at a.sanchez@selecta-one.com



Wesley Tomiu.

Wesley Tomiu, joined our sales team in January 2016, He finished his study at the Moi University department of Horticulture and has worked since then in several companies in the flower business. He will be in charge of product development, follow through in farms, he also has to maintain a smooth and close relationship with the customer. He can be contacted at w.tomui@@selecta-one.com



Edward Rojas

Edward Rojas is a Certified Public Accountant with 13 years experience, specializing in Tax Management Diploma and International Financial Reporting Standards IFRS, who joined us on October 1, 2015 and occupied the position of Accountant. His Contact information is contador@selecta-one.com

Workshop at Yamate

Estelle™ Workshop, June 11th at Flowers and Tableware in Harmony Festival 2015 lead by Gabriele Kubo Flower Design

For our flower design lessons, we chose the themes, "Estelle Strauss" and "Pearl Strauss"; "Strauss" meaning "bouquet" in German. For Japanese flower designers, it is still a challenge to tie a round bouquet in their hands, which is not known to our culture yet, and the 20 members were greatly interested in the workshops. To tie bouquets with "Estelle" and "Pearl" is pure pleasure! Both varieties are thin, tender, light and fit into shapes easily. "Pearl" with its tiny well sorted blossoms makes designing especially easy! We added "Anacleta" to the "Estelle Strauss", together with tiny Japanese flowers, with the "Pearl Strauss", "Creola" did well.



Sel Creola



For more info visit: www.hana-ami.co.jp <http://fbpalette.com> <http://www.hanatoutsuwa.net/en/index.html>



Picture: Luis Belalcazar from Latinflor, at WFFSA Conference 2015.

Pearls® at WFFSA with LatinFlor™



Wholesalers from all parts of the United States were exposed to part of the Selecta One Pearls® series assortment with extraordinary vase life characteristics; Pearls® Petite (small flower) and Pearls® Ginga Way (medium to large flower).

Opportunity we had thanks to Latinflor, a gypsophila farm north of Quito, Ecuador. LatinFlor participated at WFFSA Conference 2015 (*Wholesale Florist & Florist Supplier Association*), that took place from October 21 - 23, at National Trump Doral, Miami.

Selecta One world On-line

Visit our new selecta one Web page

We are launching a new website under the domain www.selecta-one.com and changing our e-mail addresses to @selecta-one.com.

The new site, shows the pot plant assortments and a link that will take you to the Cut Flowers business webpage.

The website presents itself modern, innovative and customer-oriented. With an extensive overhaul we adjusted our website to a responsive design, thus, the latest state of the art.

You can be confident that gaining and maintaining your trust will remain our top priority. We love to grow with you, our valued business partner.

We love to grow, take a look!



Hortitec 2015

This fair has been held for years and has arisen from the need to have an event in Brazil, in line with major exhibitions abroad, where participants could make contact with exhibitors, to meet the needs of the industry and business. Over the years, the HORTITEC has expanded its activities to include exhibitors from the sectors of horticulture. In its last edition, it was attended by about 370 companies and 25,500 visitors.

Hortitec Brazil 2015 took place in the Brazilian city of Holambra, between the 17 to 19 June 2015. The show fulfilled all expectations, the show was good, and the general impression in floriculture was rather optimistic. A lot of attention was focused on the gypso variety Pearls® Blossom, a variety that is stunning on its own, with large, brilliant white flowers, a terrific vase life and display value. Its superior quality and impressive look makes it an excellent choice for bouquets or for any floral arrangements.

For more info on this show please check on www.hortitec.com.br



Selecta One world On-line

Join Selecta's Valentine's season social media campaign, "Say it with Love, #SayitwithFlowers"



♡ **HAPPY**
VALENTINES
Say it loud. say it with flowers.
say it with Selecta ♡

facebook/selectacutflowers

This Valentines #SayitwithFlowers

pearls® **GINGA-way**

Rich inflorescence with large flowers



SUPERIOR
VASE LIFE
APPROVED
by independent
testing labs.



gypso
pearls®
Long-Lasting Beauties



selecta ^{one}

we love to grow